

St. Paul Lutheran Church, Sheboygan Falls

MINISTRY POSITION: Media & Public Relations Coordinator

REPORTS TO: Director of Church Administration

DATE: February 4, 2021

MINISTRY: Administration

REVISED BY: Stefanie Trakel

TEAM MINISTRY:

We ask all of our ministry staff to work together as a team under the Lordship of Jesus Christ toward the goal of helping lead our people into a growing relationship with their Savior. Each staff member is given specific areas of responsibility in the public ministry. St. Paul's Ministry responsibilities may change as the needs of the congregation change.

We expect our entire Leadership team to be constantly seeking the Lord's "vision" for our congregation. Our Lord has commanded us to "Go, making disciples of all nations...baptizing...and teaching them to obey (Christ)..." (Matthew 28:19-20). The people of St. Paul Lutheran Church, praying for God's guidance and strength to fulfill His command, have adopted this Mission Statement: "As friends of God through Jesus, empowered by the Spirit, we are Connecting People to Christ by sharing His love in word and action everywhere we are".

POSITION PURPOSE:

To provide support in communicating the message of St. Paul through various media channels. To focus on creating and maintaining a digital presence of the church.

REPORTING RELATIONSHIP:

- Reports to the Director of Church Administration.

- No subordinates report to this position.

ESSENTIAL FUNCTIONS:

1. Management and upkeep of the St. Paul website, church app and all social media, including keeping it current, training others how to use it, and working with ministries to get their information on the site, including pictures. This may include attending events outside of regular work hours.

2. Arrange for distribution of the weekly Worship Services thru technology means.
 - a. Creating online bulletins
 - b. Editing and distribution of the service
 - i. YouTube
 - ii. Website access
 - iii. Live Streaming
 - iv. Call to listen system (Twilio)
 - v. DVDs

3. Coordination and development of the monthly newsletter.
 - a. Seek information from those who might have information for the newsletter
 - b. Design, layout and send the newsletter to the publisher
 - c. Coordinate volunteers for mailing

4. Focus and coordination of branding throughout ministries and media platforms.
5. Management of the Outreach Display, including creating, loading and scheduling appropriate content.
6. Management of public relations for St. Paul, including advertisements, Google ads and sponsorships.
7. Coordinate the Church pictorial directory project every 4-5 years.
8. Provide front office support as needed.

NON-ESSENTIAL FUNCTIONS:

The following non-essential job functions are listed to inform you of significant duties and/or skills that form some of the bases for evaluation for merit increases of employees in this position.

- Performs other duties as assigned or as necessity dictates.

SPECIALIZED KNOW-HOW & REQUIREMENTS:

- At a minimum, a high school diploma or equivalent is required.
- Must be a spiritually mature Christian committed to the mission, vision and core values of St. Paul Lutheran Church.
- Excellent communication, interpersonal, discernment, teamwork, confidentiality and organizational skills.
- Advanced computer knowledge and skills including proficient keyboarding skills and experience in using Microsoft Office products and email.
- Graphic design experience preferred.
- Must have high attention to detail and accuracy.
- Ability to work independently with minimal supervision and make decisions with good judgment.
- Demonstrates strong problem-solving and analytical skills.
- Ability to prioritize workload with time constraints.

MENTAL/PHYSICAL REQUIREMENTS:

- Exposed to normal office environment.
- Must be able to perform repetitive motions using hands, wrists and /or fingers.
- Operates all equipment necessary to perform the job.